

**GOVERNMENT OF TELANGANA
ABSTRACT**

Elections –General Elections to the Legislative Assembly of Telangana State- 2018 - Measures to check “Paid News” during elections i.e., advertising in the garb of news in the Media and related matters - Constitution of Committee on Certification of advertisements of political parties and contested candidates – Orders – Issued.

GENERAL ADMINISTRATION (ELECTIONS.A) DEPARTMENT

G.O.Rt.No. 2117

Dated: 09-10-2018

Read the following:

1. From the Election Commission of India, New Delhi Order No. 509/75/2004/JS-I, dated. 15-04-2004.
2. From the Election Commission of India, New Delhi Order No. 491/Paid News/2012/Media, dated. 27-08-2012.
3. From the Election Commission of India, New Delhi Letter No. 23/LET/ECI/FUNC/ERD-ER/2018, dated. 08-09-2018.
4. From the E.C.I. New Delhi Letter No. 491/Paid News/2018/ Communication, dated. 13-09-2018. (w.e.).
5. This Office Memo No. 1972/Elecs.A/A2/2018-1, dated. 20-09-2018 addressed to all the (31) DEOs in the State on Constitution of Dist.MCMCs.
6. This Office Letter No. 1972/Elecs.A/A2/2018-4, dated. 20-09-2018 addressed to the Secretary, Press Council of India, New Delhi.
7. This Office Letter No. 1972/Elecs.A/A2/2018-5, dated. 20-09-2018 addressed to the Addl.D.G., P.I.B., M/o Information & Broadcasting, G.O.I. for the State of Telangana at Hyderabad.
8. From Sri T.V.K.Reddy, I.I.S., Addl.D.G., P.I.B., M/o Information & Broadcasting, G.O.I., for the State of Telangana at Hyderabad, Consent Letter No. 1/01/2019-H(Elections), dated. 25-09-2018.
9. This Office Letter No. 1972/Elecs.A/A2/2018-6, dated. 20-09-2018 addressed to the Dy.Director General (Engg.), Prasar Bharthi, Door Darshan Kendra, Hyderabad.
10. This Office Letter No. 1972/Elecs.A/A2/2018-7, dated. 20-09-2018 addressed to Dy.Director General , Prasar Bharthi, All India Radio, Hyderabad.
11. From Sri M.Vijaya Bhagawan, Programme Director, Prasar Bharthi, Door Darshan Kendra, Hyderabad, Consent Lr.NoTVH/MISC/2018-2019, dated. 25-09-2018
12. From Smt. M..S. Lakshmi, Correspondent, Prasar Bharthi, All India Radio, Hyderabad, Consent Lr.NoTVH/MISC/2018-2019, dated. 24-09-2018.

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13. G.O.Rt.No. 2061 G.A.(Elections.A) Department, dated.04-10-2018.

14. From the ECI, New Delhi Press Note No.ECI/PN/66/2018,dt.06-10-2018

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ORDER :-

Consequent on dissolution of the Legislative Assembly of Telangana State under Article 174 (2) (b) of the Constitution of India, on 6th September, 2018 by the Governor of Telangana State communication received vide reference 3rd read above, the Election Commission of India, has decided to conduct General Elections to the Legislative Assembly of Telangana State on 07-12-2018 vide Press Note 14th read above.

2. In the reference 4th read above, the Commission while communicating the Order of the Commission issued in the reference 2nd read above, consequent upon order of the Hon'ble Supreme Court of India in S.L.P.(C) 6679/2004 dated.13-04-2004, wherein the Commission have issued revised guidelines on the measures to check 'Paid News' during elections i.e., advertisements in the garb of news in Media and related matters, has directed to constitute the district level Media Certification and Monitoring Committees (MCMCs) in each district and also State level Media Certification and Monitoring Committee (MCMC) during election period to take up the additional task of keeping a check on the cases of Paid News.

3. In the reference 5th read above, all the Collectors & District Election Officers in the State of Telangana and also the Commissioner, Greater Hyderabad Municipal Corporation of Hyderabad, & District Election Officer, Hyderabad District have been requested to confirm the constitution of district level Media Certification and Monitoring Committees (MCMCs) in their districts to check 'Paid News' and to take up the task of keeping a check on the cases of Paid News for the General Elections to the Legislative Assembly of Telangana State.

4. As per the instructions of the Commission issued at Para No. 2.1 of its Order dated. 27-08-2012, under reference 2nd read above, the State level Media Certification and Monitoring Committee (MCMC) has been constituted with the Officers specified therein to decide the appeal cases from both District and Addl./Jt.CEO Committees on certification of advertisements as per the Commission Order dt. 15-04-2004 and also to examine all cases of "Paid News" on appeal against decision of the District level MCMC or cases that they may take up suo motu, in which case, to direct the concerned Returning Officers to issue notices to the candidates in connection with the conduct of the General Elections to the Legislative Assembly of Telangana State vide Orders issued in the G.O.Rt.13th read above

5. In the reference 1st read above, the Commission has communicated its Order dated. 15-04-2004 issued consequent upon the Order of the Hon'ble Supreme Court of India in S.L.P. (C) No. 6679/2004, dated. 13-04-2004, wherein the Commission among others, at Paragraph 6 (iii) and (iv) (a) & (b) of the said Commission's Order dated. 15-04-2004 has directed to constitute the following Committee to deal with the applications for certification of advertisement on television channel and cable network by all the registered political parties having their headquarters in the State and all organizations or group of persons or associations having their registered offices in the State.

- (a) The Additional / Joint C.E.O
- (b) Returning Officer any Parliamentary Constituency
Located in the Capital of the State.

... Chairperson
... Member

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- (c) One Expert being an Officer not below the rank of ... Member Class –I Officer to be requisitioned from the Ministry of Information & Broadcasting.

6. As per Paragraph 6 (iv) of the said Commission's Order dated. 15-04-2004, the Committee constituted in Paragraph 6 (iii) above will entertain applications for certification of political advertisements on Television Channels and Cable network by the following:

- (a) All Registered political parties having their Headquarters in that State.
- (b) All Organisations or group of persons or Associations having their registered offices in that State.

7. The directions of the Commission contained in the Order dated. 15-04-2004 shall bind all the political parties, candidates, persons, group of persons or Trusts who propose to insert the advertisements in the electronic media, including the cable networks and / or television channels as well as Cable Operators.

8. The applications for certification of any advertisement by even registered political parties and even contesting candidates shall be made to the Committee constituted as at Paragraph No. 6 (iii) of the said Commission's Order dated. 15-04-2004 and such applications for certification of any advertisement shall be disposed off by the said Committee within 2 (two) days of its receipt. While disposing of such applications, it will be open to the Committee to direct deletion / modification of any part of advertisement. Every such order of the Committee making comments and observation for deletion and modification shall be binding and be complied by the concerned political party or contesting candidate or any other person within 24 hours from the receipt of such communication. The advertisement so modified will be resubmitted for review and certification.

9. The Committee constituted is satisfied that the advertisement meets the requirements of the law in accordance with the directions of the Hon'ble Supreme Court of India as inserted in para nos. 4 and 5 of the Commission's Order dated. 15-04-2004, it should issue a certificate to the effect of the advertisement is concerned is fit for telecast in the format as at **Annexure – B** of the Compendium of Instructions on Election Expenditure Monitoring.

10. Every application for certification of any advertisements by even registered political parties and every contesting candidate shall be made to the Committee in the format prescribed in **Annexure – A** of the Compendium of Instructions on Election Expenditure Monitoring. The application for issue of certification of advertisement shall be accompanied by the following:

- (i) Two copies of the proposed advertisement in electronic form along with a duly attested transcript thereof;
- (ii) The application for certification of advertisement shall contain the following details:
 - (a) The cost of production of the advertisement;
 - (b) The approximate cost of proposed telecast of such advertisement on a TV Channel or cable network with break- up of number of insertions and rate proposed to be charged for each such insertion;

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- (C) It shall also contain a statement whether the advertisement inserted is for the benefit of the prospects of the election of a candidate(s) / parties;
- (d) If the advertisement is issued by any person other than a political party or a Candidate, that person shall state on oath that it is not for the benefit of the political party or a candidate and that the said advertisement has not been sponsored or commissioned or paid for by any political party or a candidate;
- (e) A statement that all the payment shall be made by way of cheque or demand draft.

11. In the reference 4th read above, the Commission while communicating its Order dated. 27-08-2012 issued in the reference 2nd read above, wherein among others, at Paragraph No. 3, the Commission have directed to constitute the Addl./ Joint CEO's Committee on Certification and the Committee chaired by Addl. / Jt.CEO for Certification of advertisement constituted as per the Commission's Order dated. 15-04-2004 shall continue to function as stated in the aforesaid order.

12. In pursuance of the above instructions of the Commission, the Committee is hereby constituted for issue of certification of political advertisements telecast in electronic media in connection with the conduct of the General Elections to the Legislative Assembly of Telangana State with the following Officers as members.

- 1) Smt. Amrapali Kata I.A.S., ... Chairperson
Joint Chief Electoral Officer, Telangana State
- 2) Sri T.V.K.Reddy I.I.S., ... Member
Addl. Director General, Press Information Bureau,
M/o Information & Broadcasting, G.O.I. for Telangana State, at Hyd
- 3) Sri M.Vijaya Bhagwan, ... Member
Programme Director, Prasar Bharathi, Door Darshan Kendra,
Telangana State, Hyderabad.
- 4) Smt. M.S. Lakshmi ... Member
Correspondent, Prasar Bharathi, All India Radio
Telangana State, Hyderabad.
- 5) Smt. M.Satyavani ... Member Secretary
Deputy Chief Electoral Officer, Telangana State

13. A copy of the Commission's Order No. 509/75/2004/JS-I, dated. 15-04-2004, under reference 1st read above is appended to this Order for strict compliance.

14. The Committee constituted above shall remain in force till further orders.

15. The above orders are available on Website www.ceotelangana.nic.in

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF TELANGANA STATE)

**Dr. RAJAT KUMAR
CHIEF ELETORAL OFFICER &
E.O PRL. SECRETARY TO GOVT.**

To

The Members of the Committee concerned.

All the Members of the State level MCMC constituted as per G.O.Rt. 13th read above.

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All the Collectors & District Election Officers in the State of Telangana.

(except Collector, Hyderabad District)

The Commissioner, G.H.M.C., Hyderabad & District Election Officer, Hyderabad District.

All the Political Parties in the State of Telangana (State & National)

All the Television Channels / Cable Network / Private F.M. Radios

{Through the Commissioner, Information & Public Relations Department, Telangana State, Hyderabad }.

Copy to :

1. The Commissioner, Information & Public Relations Department, Telangana State, Samachar Bhavan, A.C.Guards, Hyderabad – 500 004.
2. The Deputy Director General, Prasar Bharathi, Door Darshan Kendra, Telangana State, Ramanthapur, Hyderabad – 500 013.
3. The Station Director, Prasar Bharathi, All India Radio, Saifabad, Hyderabad – 500004
4. Addl. Director General, Press Information Bureau, M/o Information & Broadcasting, G.O.I., for the State of Telangana, at Room No.203, 2nd Floor, C.G.O. Towers, Kavadi Guda, Hyderabad – 500 080
5. The Secretary, Press Council of India, Sanchana Bhavan, 8-C, C.G.Os Complex, Lodhi Road, New Delhi – 110003
6. All the Officers in the Office of the Chief Electoral Officer, Telangana State
7. Sri E.Venkatesham, Deputy Director, I & PR Department, Telangana State & Nodal Officer of the O/o the CEO, T.S.
8. Project Manager, I.T., O/o the CEO, T.S.
9. Sri Pawan Diwan, Under Secretary, Election Commission of India, Nirvachan Sadan, Ashoka Road, New Delhi - 110001.
10. Sri Rajan Jain, Under Secretary, Election Commission of India, Nirvachan Sadan, Ashoka Road, New Delhi – 110001.
11. Spare -1

//FORWARDED :: BY ORDER//

SECTION OFFICER

APPLICATION FOR CERTIFICATION OF ADVERTISEMENT

I.

- (i) Name and full address of the applicant
- (ii) Whether the advertisement is by a political party / contesting candidate / any other person / group of persons / association/ organisation / Trust (give the name)
- (iii) (a) In case of political party, the status of the party (whether recognized National/ State / unrecognized party)
(b) In case of a candidate, name of the Parliamentary / Assembly Constituency from where contesting
- (iv) Address of Headquarters of political party / group or body of persons / association / organization / Trust
- (v) Channels / cable networks on which the advertisement is proposed to be telecast
- (vi) (a) Is the advertisement for the benefit of prospects of election of any candidate(s)
(b) If so, give the name(s) of such candidate(s) with full address and name(s) of constituency (ies)
- (vii) Date of submission of the advertisement
- (viii) Language(s) used in the advertisement (advertisement is to be submitted with two copies in electronic form alongwith a duly attested transcript)
- (ix) Title of advertisement
- (x) Cost of production of the advertisement
- (xi) Approximate cost of proposed telecast with the breakup of number of insertions and rate proposed for each such insertion
- (xii) Total expenditure involved (in Rupees)

II.

I, Shri / Smt. _____, S/o / D/o /W/O
_____, (full address) _____,

undertake that all payments related to the production and telecast of this advertisement will be made by way of cheque / demand draft.

Place:

Signature of the Applicant

Date:

III.

(Applicable for advertisement by a person / persons, other than a political party or a candidate)

I, Shri/Smt._____, S/o / D/o / W/o _____, (full address, hereby state and affirm that the advertisement(s) submitted herewith is not for the benefit of any political party or any candidate and that this advertisement(s) has / have not been sponsored / commissioned or paid for by any political party or a candidate.

Place:

Signature of Applicant

Date:

Annexure – B

CERTIFICATION OF ADVERTISEMENT FOR TELECAST

I.

- (i) Name and address of the applicant / political party / candidate / person / group of persons / association / organisation / Trust
- (ii) Title of advertisement
- (iii) Duration of advertisement
- (iv) Language(s) used in advertisement
- (v) Date of submission of advertisement
- (vi) Date of certification for telecast

II.

Certified that the above advertisement is fit for telecast as per the guidelines prescribed by the Hon'ble Supreme Court of India.

Signature of Chairperson/
Members of Committee / Designated Officer

Place:

Date: